

Adobe® Creative Cloud™ for teams

Sales conversation guide

Overview

Adobe Creative Cloud for teams is an ongoing membership plan for organizations that want access to any of the Adobe Creative Suite® 6 applications and more, for a low cost of entry.

Membership includes access to the most comprehensive single offering of Adobe products to date, plus online services* for file sharing and storage, collaboration tools for private workgroups, and exciting new publishing applications—all for an affordable monthly membership.

Top benefits

- Immediate access to the latest versions of CS6 applications, plus Adobe Photoshop® Lightroom® 4 and Adobe Acrobat® XI software, Adobe Muse,™ Adobe Edge Tools & Services, and Adobe Digital Publishing Suite, Single Edition
- Low cost of entry
- Instant access to product updates as they become available
- Greater budget predictability for your creative teams
- Ease of IT management
- Increased collaboration among groups

Recognizing sales opportunities

Targeting TLP/CLP customers with 2–100 seats, look for the following situations to identify a Creative Cloud upsell opportunity.

When talking to IT/procurement:

- They currently support many different point products, suite editions, or multiple versions.
- They have Creative Suite licenses more than one version old and are considering skipping upgrades because of cost.
- They are worried about compliance.
- They need to work with budget limits.

When talking to creative users:

- They like the idea of having access to all Creative Suite applications but are wary of the up-front cost.
- They currently support many different point products, suite editions, or multiple versions.
- They are interested in additional or new products.
- They are planning new technology/creative initiatives, such as digital publishing, HTML5 projects, mobile apps/content, or video.

Points to emphasize

1	Greater productivity: IT managers can boost productivity and manageability when they use Creative Cloud. Standardizing on Creative Suite can help simplify implementation, training, and maintenance and helps ensure compliance.
2	Streamlined licensing: Managing multiple versions of products is costly and hinders collaboration. (Use licensing and purchase order history data to estimate the number of desktops with multiple versions of older point products.)
3	Instant updates: Creative Cloud members receive updates and new products as they become available, so they don't have to wait—or pay—for full-version releases.
4	Rich collection of products and services: Members get more than just the latest versions of CS6 applications. They also get collaboration tools, 100GB of online storage, hosting services for up to 5 websites, unlimited publishing to iPad, and more.
5	Last chance to upgrade: After December 31, 2012, only CS5 and CS5.5 customers will qualify for upgrade pricing to CS6. Current owners of Adobe products retain their licenses but should know that support and upgrades for versions prior to CS5 will soon be eliminated.

Conversation starters

Conversation starter	Discussion points
Have you heard about Creative Cloud?	<p>Creative Cloud is a membership plan that provides access to the latest versions of CS6 applications, Lightroom, Acrobat, Adobe Muse, Adobe Edge Tools & Services, and more, all for an affordable monthly membership.</p> <ul style="list-style-type: none">• Future updates and upgrades are included in the price, as are new tools and services as they become available.• For IT professionals, it's an easier way to manage the purchase, use, and compliance issues that arise in a multiuser environment.• It includes all the tools a creative team needs, without the hassle—or cost—of providing them.
Are you aware that Adobe has made changes to its upgrade policy that affect all Adobe product users, particularly those in organizations?	<p>After December 31, 2012, owners of versions older than CS5 will no longer be eligible for upgrades at a discounted price and will have to reinvest entirely when they want to upgrade to a newer version.</p> <ul style="list-style-type: none">• Creative Cloud for teams is a great alternative, providing businesses with access to the latest versions of Creative Suite applications and automatic access to product updates.
Did you know that Creative Cloud membership makes it easier for you to manage upgrades and provide for the future needs of your users?	<p>Creative Cloud members get access to the latest versions of Creative Suite tools and services, without the up-front cost of multiple products or the hassle of multiple licenses. An active Creative Cloud for team membership includes:</p> <ul style="list-style-type: none">• Access to mission-critical tools• All feature updates and version releases• An administrator console through which to manage seats

Handling objections

Objection	Response
"Is my organization eligible for the US\$29.99 and US\$49.99 plans available on Adobe.com?"	<p>The offers on Adobe.com are intended for individuals, not volume licensing customers.</p> <ul style="list-style-type: none">• Unlike an individual membership, which belongs to a person, a Creative Cloud for teams membership belongs to and stays with the organization.• The team membership comes with an administrator console to manage the subscription and control use.
"I am concerned about the speed, bandwidth, and security of running applications in the cloud."	<p>The applications available with a Creative Cloud membership do not run in the cloud.</p> <ul style="list-style-type: none">• The applications install on your local hard drive and function the same as the desktop versions.• And because the applications are installed locally, you get all the performance of CS6 with 64-bit support in Adobe Photoshop and Adobe Illustrator® and the Adobe Mercury Performance System.
"Do I have to upgrade when new versions become available? I am concerned that it could cause huge workflow problems."	<p>With Creative Cloud, you upgrade when you're ready.</p> <ul style="list-style-type: none">• If you're not ready to upgrade when an update or new version becomes available, you can always delay installation to a more convenient time.



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*Internet connection required. Syncing functionality requires a separate download and agreement to additional terms. Adobe online services, including the Adobe Creative Cloud service, are available only to users 13 and older and require agreement to additional terms and Adobe's online privacy policy (see www.adobe.com/go/terms). The applications and online services are not available in all countries or languages, may require user registration, and may be subject to change or discontinuation without notice. Additional fees or membership charges may apply.

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